



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 353/03 |
| 2. Advertiser | Super Cheap Auto Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 14 October 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens to a visual scene of two men. One of the men, Bob Fuller from Super Cheap Auto, introduces a man who is working under a car as his mechanically challenged neighbour Trev. Trev thinks that he is changing his oil until Bob Fuller points out that the engine is at the other end of the car. Trev replies from under the car, "Oh yeah".

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

"...[The ad is] about a dumb male DIY mechanic who doesn't even know which end of the car the engine is. I'm sure if it was a woman portrayed as a dumb cook there would be an uproar. Men are not all Dagwood Bumsteads yet many people in the media seem determined to make us all look stupid."

THE DETERMINATION

The Advertising Standards Board ("the Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics ("the Code").

The Board found that the content did not contravene any provision of the Code.

Accordingly the complaint was dismissed.